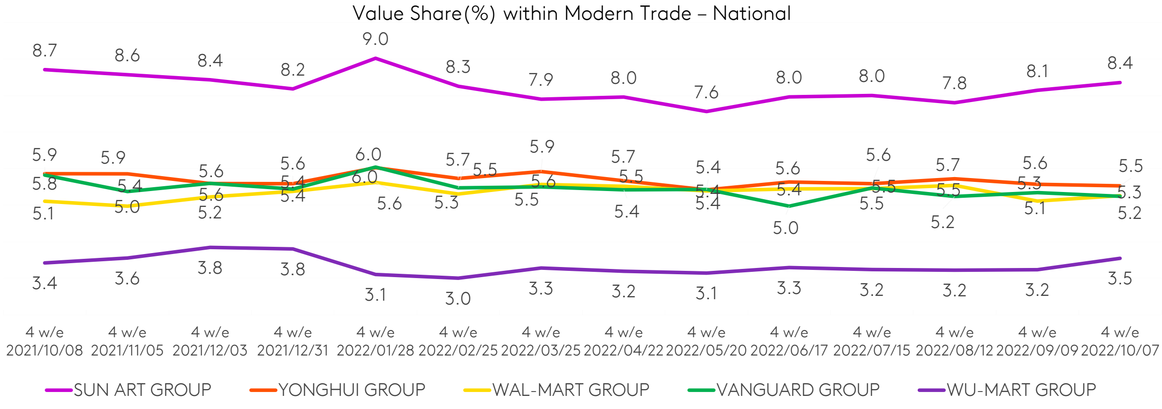


Retail Snapshot
P10 | 2022

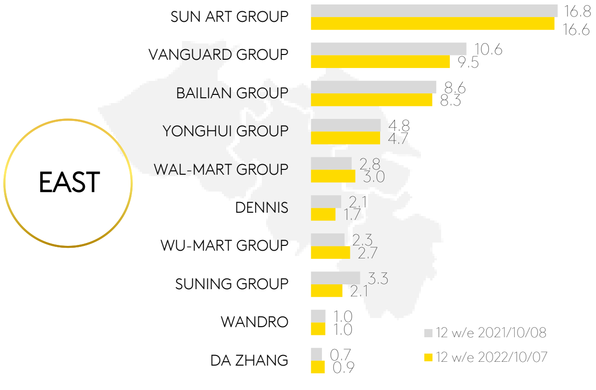
4 week share tracking of top 5 retail groups

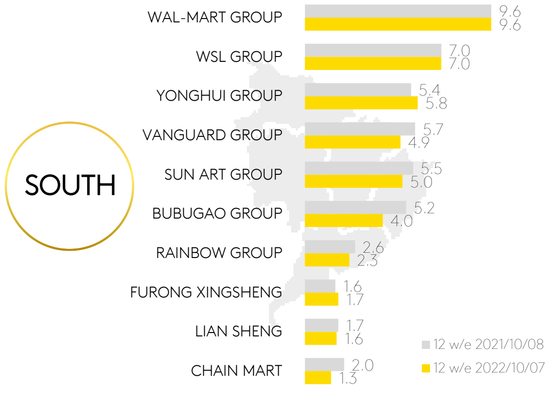


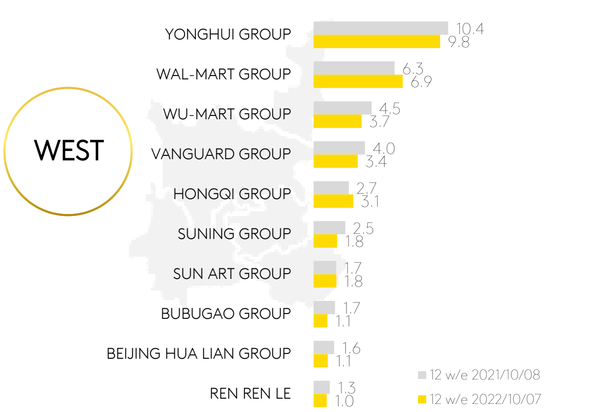
12 week KPI performance vs. last year for top 5 groups

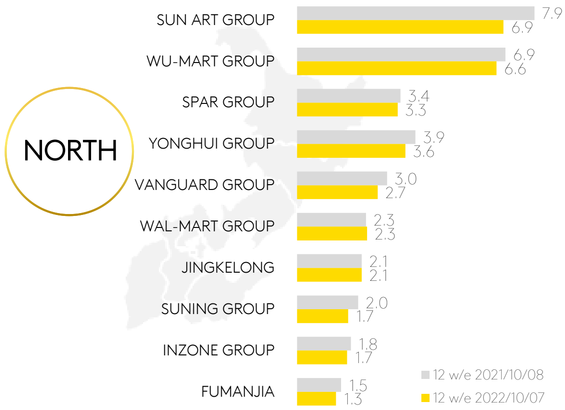
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	15.1%	-1.1pt	105.0	2.0%	4.2	-3.6%	123.1	-6.9%
YONGHUI GROUP	11.8%	-0.3pt	94.7	0.2%	4.1	-3.1%	94.4	-1.8%
WAL-MART GROUP	9.9%	-0.4pt	127.9	6.9%	3.4	-1.9%	66.0	-2.7%
VANGUARD GROUP	10.0%	-1.1pt	113.2	6.9%	3.8	-10.7%	74.3	-16.7%
WU-MART GROUP	4.9%	-0.5pt	117.4	10.1%	4.7	-6.0%	45.3	-11.9%

12 week share tracking of top 10 retail groups in four regions









NOTE: **SUN ART Group** includes Auchan and RT-Mart; **WAL-MART Group** includes Wal-Mart, Trust-mart, Sam's Club; **VANGUARD Group** includes Vanguard, Ole, Huarun SG, Hongkelong, TESCO; **BAILIAN Group** includes Century Mart, GMS, Lian Hua, Hua Lian, Quik etc. **Bubugao Group** includes Bubugao, Nancheng. **Hongqi Group** includes Hongqi and Huhui; **SUNING Group** includes SUNING CVS, DIA, CARREFOUR, OK CVS; **WU-MART Group** includes Wu-mart, Metro, Chongbai, Chongkelongand New century; **YONGHUI GROUP** includes Parknshop YH Bravo and Taste. **Kantar Worldpanel expanded fast moving consumption goods categories coverage from 2022.** Changes may lead to inconsistencies with previous year's data. New categories include flour, seaweed, Chinese noodle, sachima/baked bran, laundry sheet/tablets, nuts, vinegar, rice, dried vegie and fruit, Chinese sauce and water purifier filter. **SRP(Shopper Reach Point)**= Buyers * frequency.

KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

Data Source: Kantar Worldpanel China - Based on FMCG Market Modern Trade (Hyper + Super + CVS)